

REPORT		25X1
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## CD NO.

DATE DISTR 7 March 1955

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NO. OF ENCL'S.  
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SUPPLEMENT TO  
REPORT NO.

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STATE	X	NAVY	X	NSRB	DISTRIBUTION			
ARMY	X	AIR	X	FBI				

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5. The down factory August Roeders, Bettfedernfabrik, a USIA firm located at Am Kanal 5, Pfaffstaetten, Lower Austria, supplies the Industrieabteilung with its products.
6. On 11 October, USIA retail store no. 78, at Bluetenstrasse, Urfahr, opened a shoe department in its store. The department was established because shoes were in great demand. By 15 October, no shoes had arrived in the store. Besides shoes, many other items such as electric irons, watches, clothing goods and carpets have been in great demand at this particular Urfahr store. The failure to meet the customer demand for goods has caused the daily sales turnover to decrease, since July 1953, from between 60,000 and 80,000 schillings to 9,000 schillings.

Comment. The system of sub-warehouses which exists in the USIA distribution of food products (Lebensmittel) does not exist in the distribution of manufactured goods.

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Comment. It is not yet clear who would be the WEB trade representative in Vienna

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CENTRAL INTELLIGENCE AGENCY  
INFORMATION REPORT

REPORT  25X1

CD NO.

COUNTRY Austria

DATE DISTR. 7 March 1955

SUBJECT Activities of the USIA Retail Store System

NO. OF PAGES 2

PLACE  
ACQUIRED

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ATION OF ITS CONTENTS TO OR RECEIPT BY AN UNAUTHORIZED PERSON  
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THIS IS UNEVALUATED INFORMATION

1. ~~Industry Division~~ (Industry Division) which is responsible for the sale of ~~industriewaren~~ (Industriewaren). In USIA retail accounting, a very strict distinction is made between products manufactured by USIA concerns in Austria and those imported from the USSR or one of the Satellite countries (Ostblockstaaten), including East Germany. All accounting for the imported products must be submitted separately and is stamped with a red, 10 centimeter wide "O-WARE" imprint. Manufactured goods are distributed to all USIA retail stores directly from the warehouse in Siebenhirten, Lower Austria.<sup>1-2</sup>

2. As of 11 October, the Industrieabteilung of the USIA retail stores had discontinued the sale of "IKA" electric sweeper. The sweepers which are being produced at Altenburg (Thuringia), East Germany, were from then on to be distributed through representatives of the East German People's Enterprises (VEBs) established in Vienna.<sup>3</sup>

3. The "Kontax" cameras, which had been withdrawn from sale by USIA<sup>4</sup>, will not be turned over to the VEB representation in Vienna,

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CLASSIFICATION

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